

**GOVERNMENT OF TELANGANA
ABSTRACT**

Telangana - Tourism Promotion – Release of Advertisement in “The Hindu” a Newspaper for 5 insertions towards branding of Telangana Tourism in The Hindu in School Edition through Sky Bus advertisement(Strip ad below the mast Head) - Sanction and release of an amount of Rs. 3,50,000/- (Rupees Three Lakhs Fifty Thousand Only) Inclusive of taxes – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.RT.No. 190

Dated:12-03-2015
Read the following:

- (1) Letter from Sri. P. Ranga Reddy, Regional General Manager, The Hindu, Hyderabad Dt:17-12-2014.
- (2) Govt. Lr. No.55/PMU/PRO/2014, of YAT & C (PMU) Department, Dt:12-01-2015.
- (3) Invoice No.TAPL/204/2014-15, from M/s. Touchstone Advertising (P) Ltd., Dated: 04-03-2015, Hyderabad.

* * *

ORDER:

In the reference 1st read above, Sri. P. Ranga Reddy, Regional General Manager, The Hindu, Hyderabad, has requested an advertisement in “The Hindu” a Newspaper, towards branding Telangana Tourism in The Hindu in School Edition through Sky Bus advertisement (Strip ad below the Mast Head). Accordingly, Government have issued a work order for the above side proposal agreed for 5 insertions, through M/s. Touchstone Advertising (P) Ltd., Hyderabad (an empanelled agency with this department at a total cost not exceeding Rs.3,50,000/- (Rupees Three Lakhs Fifty Thousand Only) Inclusive of taxes, in the reference 2nd read above.

2. In the reference 3rd read above, M/s. Touchstone Advertising (P) Ltd., Hyderabad, has submitted a bill for an amount of Rs.3,50,000/- (Rupees Three Lakhs Fifty Thousand Only) Inclusive of taxes, towards release of advertisement in “The Hindu” a Newspaper for 5 insertions towards branding of Telangana Tourism in The Hindu in School Edition through Sky Bus advertisement(Strip ad below the mast Head).

3. Government after careful examination of the matter, hereby accord sanctions and release an amount of Rs.3,50,000/- (Rupees Three Lakhs Fifty Thousand Only) Inclusive of taxes to M/s. Touchstone Advertising (P) Ltd., Hyderabad, towards branding Telangana Tourism in The Hindu in School Edition through Sky Bus advertisement (Strip ad below the Mast Head).

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:
“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - (13) Advertisement for Promotion of Tourism – 260 – Advertisement, Sales and Publicity - Expenses”

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT&C Department shall draw the amount sanctioned at para-3 above and disburse the same to M/s. Touchstone Advertising (P) Limited, Hyderabad, through following details:-

| | | |
|-------------|---|----------------------|
| Bank Name | : | Bank of Baroda |
| Branch Name | : | Banjara Hills Branch |
| Account No. | : | 26610200000060 |
| IFSC Code | : | BARB0PBBHYD |
| PAN No. | : | AABCT0849G |

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

**B.P. ACHARYA
PRINCIPAL SECRETARY TO GOVERNMENT (T&C)**

To
M/s. Touchstone Advertising (P) Limited, Hyderabad
The Assistant Secretary to Government & D.D.O, YAT& C (PMU) Dept.
The Deputy Pay & Accounts Officer, Secretariat, Hyderabad

Copy to:

The YAT & C (PMU- Claims) Department.
SF/SCs

//Forwarded:: By Order//

SECTION OFFICER